

LISTING OF CLAIMS:

The following listing of claims replaces all previous versions, and listings of claims in the present application.

1. (Currently amended) A facility information registration and search system comprising:
 - a management center ~~for~~ storing and managing facility information of different facility types, ~~as well as for~~ and storing a registration template and a search template;
 - a registration terminal ~~for~~ enabling an information provider to register facility information based on the registration template and the search template transmitted from the management center; and
 - a search terminal ~~for~~ providing the facility information to a user, wherein:
 - the registration terminal is provided with:
 - _____ a facility information input unit ~~for~~ enabling the information provider to enter the facility information corresponding to registration headings based on the registration template, the registration template including essential items that must be inputted when the facility information is registered, and supplemental information that relates to other items and that is not required to be inputted when the facility information is registered; and
 - _____ a registrable facility information transmitter ~~that transmits~~ transmitting facility information entered by the facility information input unit to the management center;
 - the search terminal is provided with:
 - _____ a sought information input unit ~~for~~ enabling a user to enter sought information corresponding to search headings in the search template, said search headings matching the registration headings;
 - _____ a sought information transmitter ~~for~~ transmitting sought information entered by the sought information input unit to the management center; and

_____ a notifying unit ~~for~~ outputting a facility information search result transmitted by the management center in response to transmission of sought information by the sought information transmitter; ~~and~~

the management center is provided with:

_____ a facility information storage unit ~~for~~ storing the facility information transmitted from the registration terminal;

_____ a search unit ~~for~~ searching the facility information stored in the facility information storage unit with the sought information transmitted from the search terminal; and

_____ a sought facility information transmitter ~~for~~ transmitting the facility information search result retrieved by the search unit to the search terminal.

2. (Previously presented) The facility information registration and search system according to Claim 1, wherein the registration template and search template are available in varieties differing with a facility type.

3. (Canceled)

4. (Previously presented) The facility information registration and search system according to Claim 1, wherein the sought information input unit permits omission of sought information for some of the search headings stated in the search template; and

the search unit of the management center performs search based on non-omitted sought information.

5. (Previously presented) The facility information registration and search system, according to Claim 1, wherein:

the management center has a search frequency storage unit for storing a number of hits according to a search, the number of hits stored separately for each item of facility information, and

the management center stores and updates the number of hits into the search frequency storage unit based on a search result by the search unit.

6. (Previously presented) The facility information registration and search system, according to Claim 1, wherein:

the management center has a search frequency storage unit for storing a frequency of utilization, the frequency of utilization representing a number of times the facility information has been utilized separately for each item of facility information;

the search terminal has a utilization frequency storage function to notify the management center of utilized facility information and for the management center to update the frequency of utilization when a facility information search result is utilized by the user when the utilized facility information search result is output from the search terminal, the search terminal storing the frequency of utilization into the utilization frequency storage unit.

7. (Previously presented) The facility information registration and search system, according to Claim 1, wherein the management center calculates a fee for registration in storing the facility information from the registration terminal.

8. (Previously presented) The facility information registration and search system according to Claim 7, wherein:

either a number of hits or a frequency of utilization is recorded in the frequency storage unit; and

a registration fee is discounted based on either the number of hits stored in the search frequency storage unit or the frequency of utilization stored in the utilization frequency storage unit.

9. (Previously presented) The facility information registration and search system according to Claim 1, wherein:

a registrable information input unit of the registration terminal enters at least locational information as facility information in association with map data by displaying a map and enabling a map location to be selected.

10. (Previously presented) The facility information registration and search system according to Claim 9, wherein map data displayed by the registrable information input unit of the registration terminal is transmitted from the management center.

11. (Previously presented) The facility information registration and search system, according to Claim 1, wherein the search terminal is a car navigation system having a route guidance function.

12. (Previously presented) The facility information registration and search system according to Claim 11, wherein:

the search terminal transmits at least one of a current location, destination, points en route and guide route to the management center as sought information or part of sought information, the guide route being a route to a destination;

the search unit searching the facility information with reference to areas around the current location, destination, points en route and guided route, transmitted from the search terminal as ranges of search.

13. (Previously presented) The facility information registration and search system according to Claim 11, wherein the search terminal sets a destination or points en route based on the facility information search result transmitted from the management center.

14. (Previously presented) The facility information registration and search system according to Claim 11, wherein the search terminal notifies the management center when a destination or point en route is set based on the facility information, the search terminal notifying the management center that the facility information has been utilized.

15.-19. (Canceled)

20. (Previously presented) The facility information registration and search system, according to Claim 1, wherein the management center stores a number of hits generated by the management center when searching said facility information.

21. (Canceled)

22. (Previously presented) The facility information registration and search system of claim 1, wherein the registration headings of the registration template include essential store information selected from the group consisting of:

store name, store category, store location, group name, product availability, product prices, and customer incentives.

23. – 25. (Canceled)

26. (New) A facility information registration and search system comprising:

a management center storing and managing facility information of different facility types, and storing a registration template and a search template;

a registration terminal enabling an information provider to register facility information based on the registration template and the search template transmitted from the management center; and

a search terminal providing the facility information to a user, wherein:

the registration terminal is provided with:

a facility information input unit enabling the information provider to enter the facility information corresponding to registration headings based on the registration template, the registration template including essential items that must be inputted when the facility information is registered, and supplemental information that relates to other items and that is not required to be inputted when the facility information is registered; and

a registrable facility information transmitter transmitting facility information entered by the facility information input unit to the management center;

the search terminal is provided with:

a sought information input unit enabling a user to enter sought information corresponding to search headings in the search template, said search headings matching the registration headings;

a sought information transmitter transmitting sought information entered by the sought information input unit to the management center; and

a notifying unit outputting a facility information search result transmitted by the management center in response to transmission of sought information by the sought information transmitter;

the management center is provided with:

a facility information storage unit storing the facility information transmitted from the registration terminal;

a search unit searching the facility information stored in the facility information storage unit with the sought information transmitted from the search terminal; and

a sought facility information transmitter transmitting the facility information search result retrieved by the search unit to the search terminal;

the sought information input unit permits omission of sought information for some of the search headings stated in the search template; and

the search unit of the management center performs the search based on non-omitted sought information.